|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Idea** | **Strengths** | **Weaknesses** | **Issues** | **Distribution** |
| **Sanitary Napkins** | * Eco-friendly * Funding possibilities * Education opportunities * Women could produce it * Steady demand | * Competition from disposable products | * Washing and drying * No underpants * Design options * Organic? | * International * In AV * In Villages * Through EcoLife |
| **Waste Management** | * Cleans up villages * Funding opportunities * Articles on previous experience | * How would money be generated? * AVAG has a lack of experience w/ this topic * Not eligible for gov funds | * Could villages give a fee? * Need to do more research * Need a particular quantity to be viable |  |
| **Paper Bags** | * Recycling of waste paper * Demand for paper bags | * Cost comparison vs. plastic not good * Petrol costs for collecting paper |  | * Auroville |
| **Food** | * Demand from AIAT * Health food * South India |  | * No space here to sell/produce | * To AIAT * In AV- restaurant |
| **Snack Bar** | * Need to get food in AV after 3 and in mornings (near Edyanchavadi) * Catching the tourists | * Conventional? | * Villagers not paying * Where to do this? * No villagers from certain locations * Women will want to be home during dinner hours | * Tourists * Aurovillians * Villagers? |
| **Ironing Service** | * None in Edyanchavadi? | * Some competition | * Environmental concerns? * Feasible with machines? |  |
| **Earth Brick Production** | * Know there is a market * Know the producers (CSR) |  | * Can the process involve women? (men have to do press) | * Villagers |
| **Organic Farming** | * Tremendous market (already buying from outside) * Anbu and Moris love idea * Could give a boost to organization’s profile * Could drive education program | * Initial yield is low and needs some sort of subsidy | * Hard to get villagers to farm organically * Are there trainers in AV? | * To Pondicherry |
| **E-Rikshaw service(women drivers)** | * Women’s employment&empowerment * Providing ACT with workforce for E-rickshaws | * Women drivers might not be safe, esp at night * Strongly goes against social norms | * Safe home transportation for women drivers after night shift * might have to try day shift first, IF ACT accepts employing other men at night | * Aurovilians, tourists (with account number?), villagers? |